

novum
world of graphic design

Advertising rates list no. 48
effective from 1 January 2017.

haptic &
emotion
Media pack
2017

novu
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OF GRAPHIC DES

novum
world of graphic design

Since its launch in 1924 **novum** world of graphic design has been one of the world's leading and most influential design magazines.

Each month this award-winning international magazine (texts in German and English) presents inspiration, information, innovation and exclusivity for the graphic design and advertising sector. **novum** is renowned for its carefully researched and lavishly produced content, and its sophisticated visual identity. Each month novum features different cover materials and high-quality paper for the pages inside – to enhance the reader experience for our high-calibre audience from the creative sector.

**It's the medium that makes the difference.
Including for your message!**

Test it for yourself – use novum as a platform for attracting attention to your products and company. novum is a perfect platform for you to reach out intelligently and successfully to a top-flight audience of professional creatives.

In parallel with this, we offer you another interesting opportunity: the chance to make direct contact with the novum readers through our online activities. Whether it's via our website, our highly successful social media pages, or our popular newsletter.

Your contact at novum for advertising:

Christian Meier
meier@novum.graphics
T: +49-89-36 88 81 84



We are a monthly magazine

featuring the best in contemporary graphic design, illustration, photo design, new media, corporate design, paper, advertising and typography. Each month the **novum plus** section takes a close look at a different field of design.

With its monthly focus on individual themes, e.g. packaging, fashion, photo design or illustration etc., **novum** is a treasure chest of ideas and inspiration, a valuable and highly collectible resource.

07.17

Corporate Design

Distribution date: 17.06.2017
Booking deadline: 09.05.2017
Copy deadline: 12.05.2017
Inserts: 02.06.2017

11.17

Details

Distribution date: 14.10.2017
Booking deadline: 12.09.2017
Copy deadline: 15.09.2017
Inserts: 29.09.2017

01.17

Film

Distribution date: 17.12.2016
Booking deadline: 16.11.2016
Copy deadline: 22.11.2016
Inserts: 02.12.2016

04.17

Restaurants

Distribution date: 18.03.2017
Booking deadline: 15.02.2017
Copy deadline: 20.02.2017
Inserts: 03.03.2017

08.17

Travel

Distribution date: 15.07.2017
Booking deadline: 12.06.2017
Copy deadline: 19.06.2017
Inserts: 30.06.2017

12.17

Packaging

Distribution date: 18.11.2017
Booking deadline: 17.10.2017
Copy deadline: 20.10.2017
Inserts: 03.11.2017

02.17

Brasilien / Brasil

Distribution date: 14.01.2017
Booking deadline: 06.12.2016
Copy deadline: 09.12.2016
Inserts: 22.12.2016

05.17

Regional / Local

Distribution date: 22.04.2017
Booking deadline: 16.03.2017
Copy deadline: 24.03.2017
Inserts: 04.04.2017

09.17

Book Design

Distribution date: 19.08.2017
Booking deadline: 18.07.2017
Copy deadline: 21.07.2017
Inserts: 04.08.2017

03.17

Illustration

Distribution date: 18.02.2017
Booking deadline: 18.01.2017
Copy deadline: 20.01.2017
Inserts: 03.02.2017

06.17

Bikes

Distribution date: 20.05.2017
Booking deadline: 18.04.2017
Copy deadline: 21.04.2017
Inserts: 05.05.2017

10.17

Health & Beauty

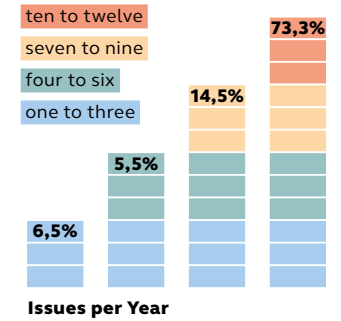
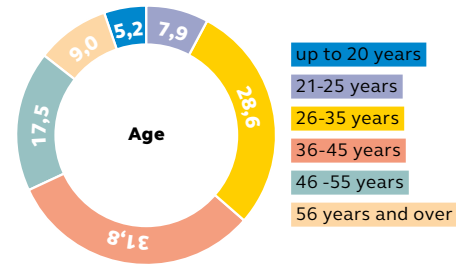
Distribution date: 16.09.2017
Booking deadline: 16.08.2017
Copy deadline: 22.08.2017
Inserts: 01.09.2017

01.18

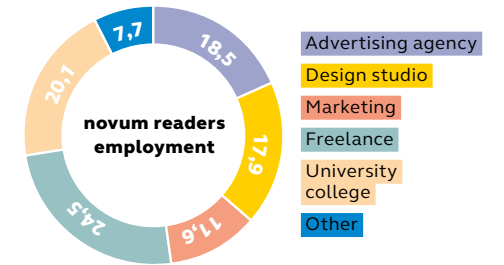
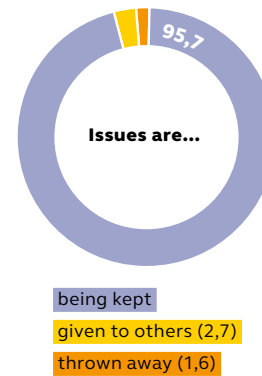
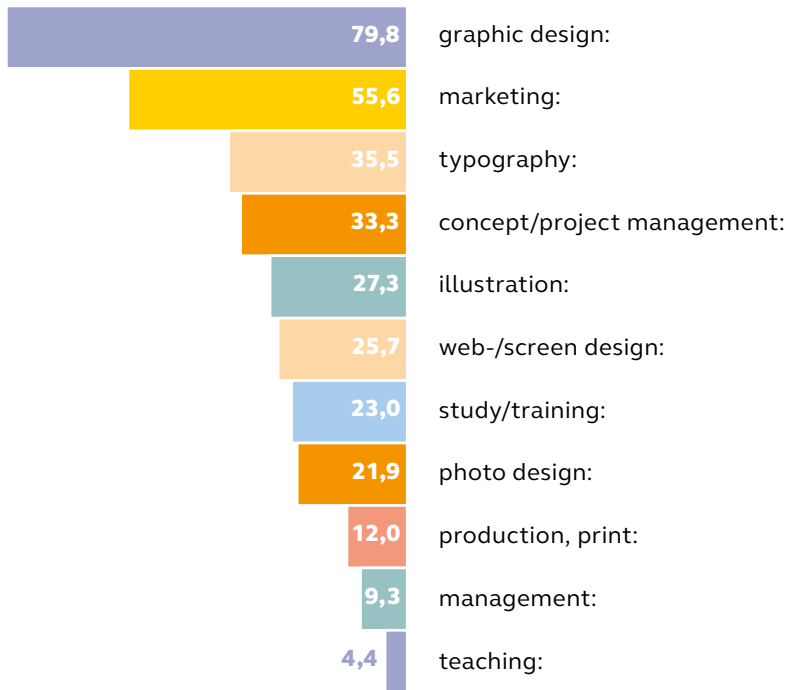
Regional Focus

Distribution date: 16.12.2017
Booking deadline: 13.11.2017
Copy deadline: 16.11.2017
Inserts: 01.12.2017

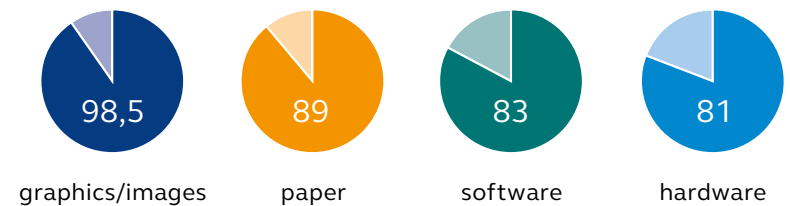
novum World of Graphic Design focuses on a professional readership from the field of design and advertising. About **22,000 design experts** read every issue (an average of 2.2 readers per copy). Introduce your products and services with novum to opinion leaders, early adopters and creative minds.



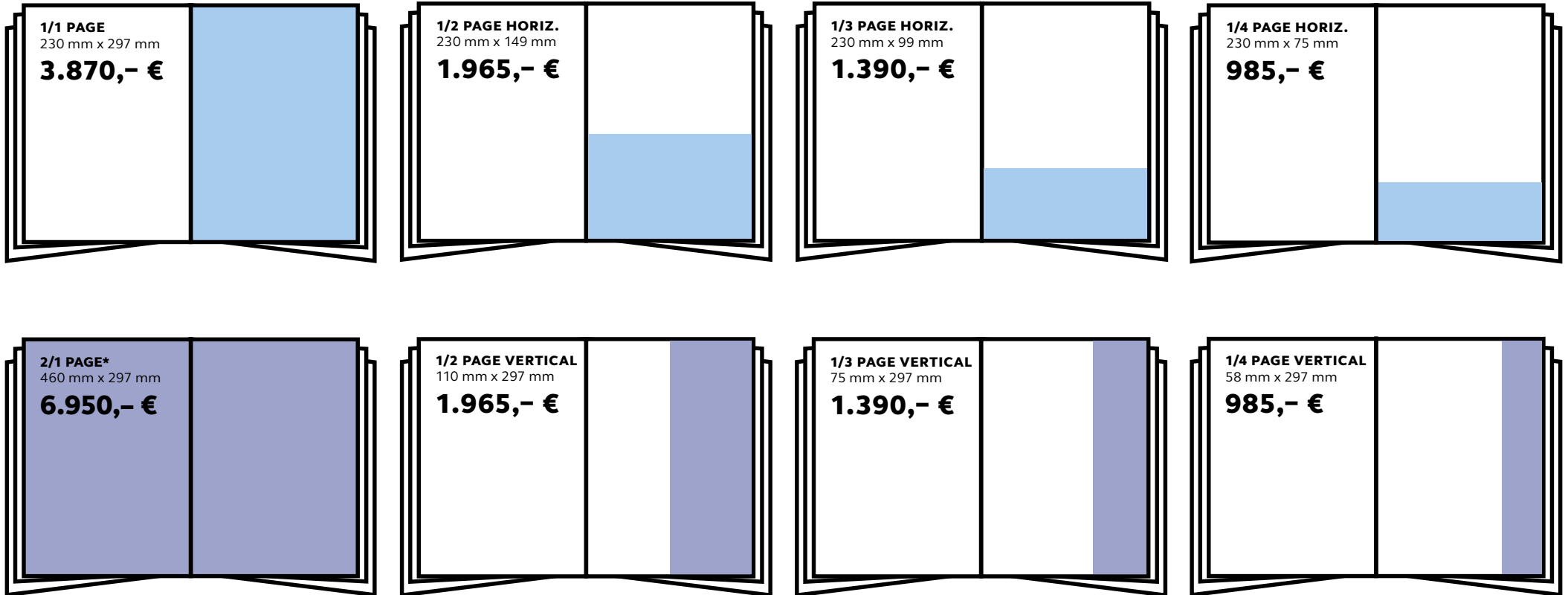
main area of activity:
(multiple nominations)



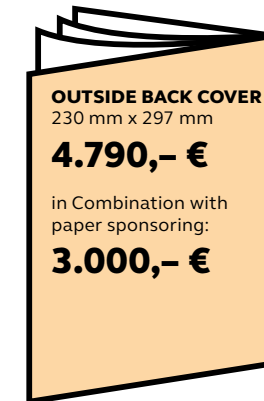
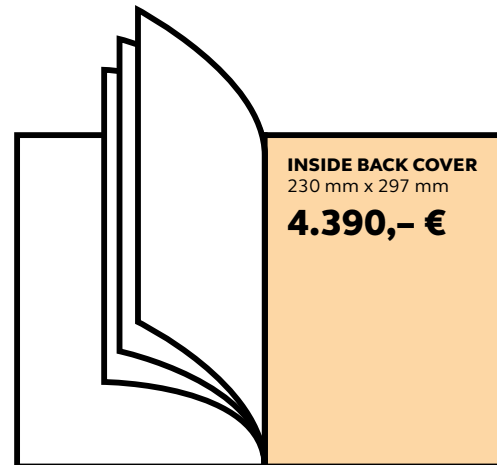
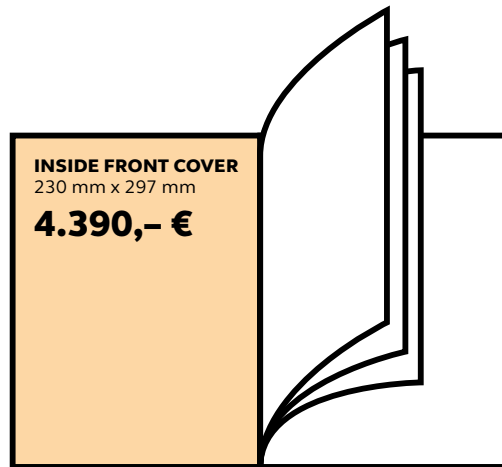
novum readers **decide on the purchase of...:**
(multiple nominations)



Advertising: Ad Formats



Bleeds – **3 mm** trim allowance all around
for full page ads.



Bleeds – **3 mm** trim allowance
all around for full page ads.

Reductions*

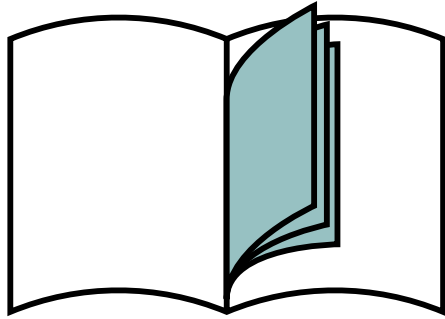
for frequency

3 ads 2 %
6 ads 4 %
12 ads 8 %

*for ads placed within
one year

for volume

3 pages 3,0 %
5 pages 5,0 %
6 pages 6,0 %
10 pages 10,0 %
12 pages 15,0 %

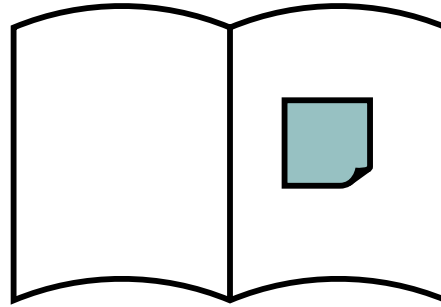


Bound inserts

(no reductions apply)

1 to 2 sheets per thousand €295

Allow 5 mm bleed on all pages. 4-page bound inserts must be delivered folded. Final sample inserts requested in advance. Prices for special types of ads such as spreads or cover flaps, upon request.

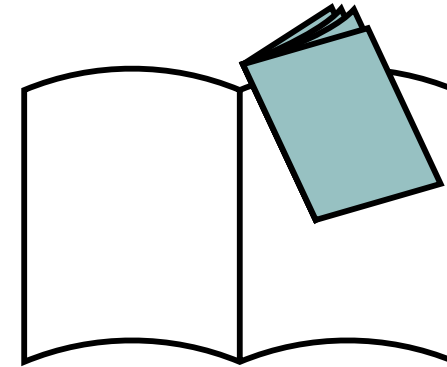


Tip-on cards

(only in connection with a full page ad)

Postcards or response-cards

per thousand €125



Loose inserts

(no reductions apply)

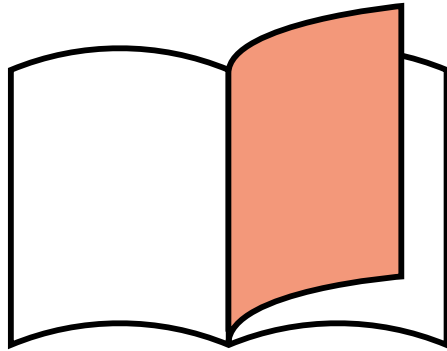
Sizes up to 220 mm x 290 mm

up to 25 g

per thousand €265

for each additional 5 g
per thousand €10

*Selective distribution is also possible
prices on request.*



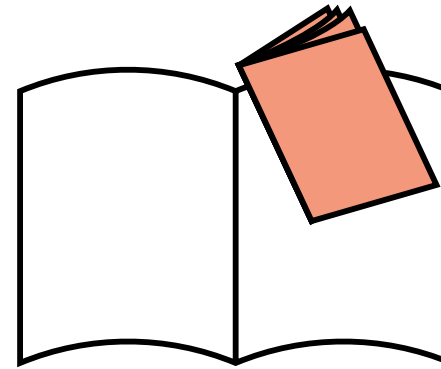
Personalised page 3 for your customers.

Are you looking for something special to surprise your customers with? How about a personalised issue of novum? Here's how it works: We add an extra page to novum, bound into the magazine before the editorial, and your photos and personalised letter to your customers appear in our layout on that page. The back of that page is available for your own full-page advert.

After the magazines have been printed, we send you a package containing the number of issues you ordered, and you can then give these personalised novum magazines to your customers. Alternatively, for a very reasonable fee, we can send them direct to your customers on your behalf.

Price for personalisation of **50 magazines:**
€378 (Complete price: €628 including the individual issues)

Price for personalisation of **50 magazines,**
incl. despatch to individual recipients:
€528 (Complete price: €778 including the individual issues)



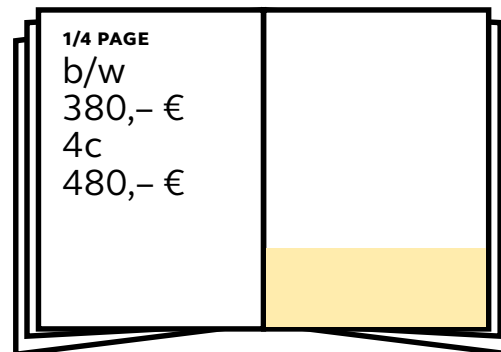
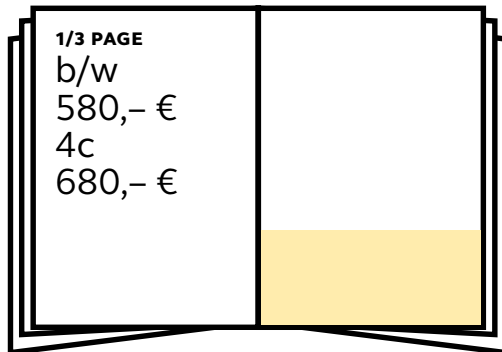
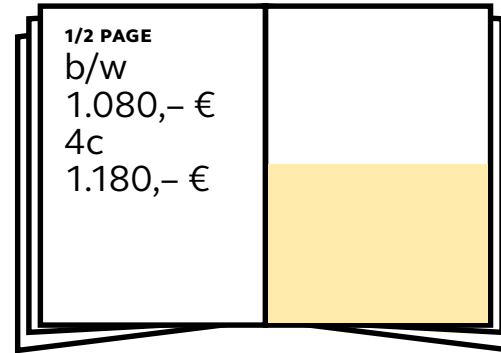
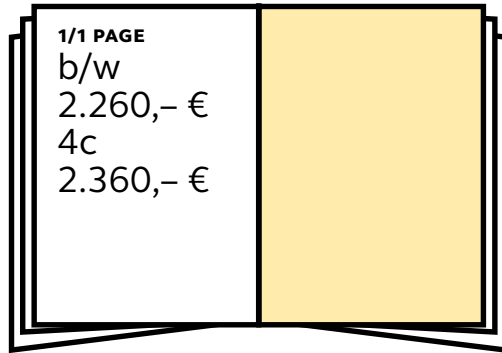
Get novum to produce your inserts for you

You can save time and delivery costs by having your bound or loose inserts produced direct by novum. That way you benefit from our paper and printing expertise.

Price, incl. printing and inclusion in novum:
Insert, 1 sheet/2 pages (300 g image print, matt or glossy)
from PDF.

German-speaking subscribers (6,000 copies): **€2,500**
All issues (13,000 copies): **€4,800**

We would be happy to draw up an individual quote for producing an insert for you (incl. text and design). Just call us.



Bleeds – **3 mm** trim allowance all around
for full page ads. File format: PDF/X3

Our recent reader survey showed that over 50% of our readers regularly use the novum website for information and research purposes.

Advertising materials

JPEG, Flash or GIF, HTML-script
The minimum run-time is one week.
The ads are administered via our own ad server, inclusive of statistical analysis. All prices relate to a permanent presence for the whole period of the booking.

Average click-through rate

Because of the huge relevance of the target group **www.novum.graphics** offers an outstanding click-through-rate in all advertisements. Here you can see the rates of the last year as an example.

Banner **0.34%**

Content ad **1.64%**

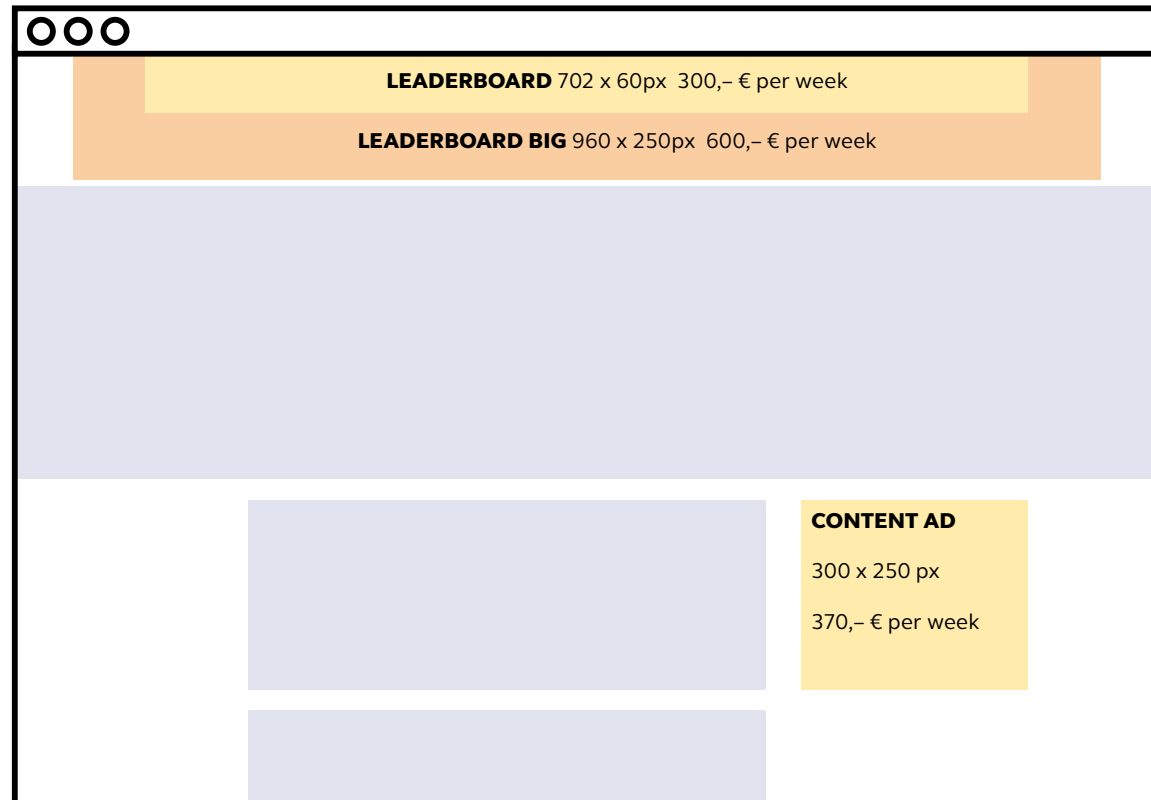
Online statistics

Page impressions per month:

approx. 21,500

Visits per month: approx. **6,800**

Page impressions per visit: **3,16**

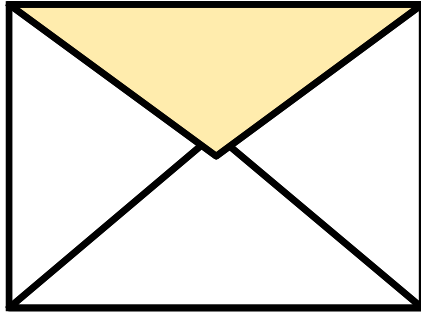


Prices

Leaderboard big 970 x 250px **600 € per week**

Leaderboard 702 x 60px **300 € per week**

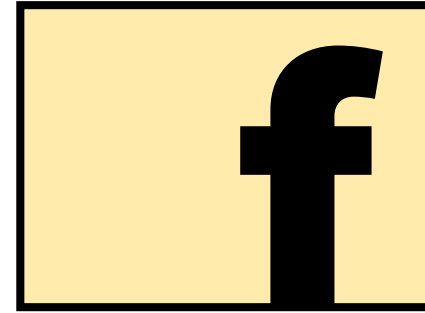
Content Ad 300 x 250px **370 € per week**

**Newsletter****Ad per issue****Price: €1,290**

The newsletter is published monthly and adverts are the first entry immediately after the contents list.

Your advert can be up to 600 characters (without spaces) in length and it can contain one image (250px x 300 px). Each newsletter contains only one ad. After distribution, a statistical analysis is made available to you.

Currently **2,500 designers** and agency employees receive our newsletter.

**Social Media**

Are you interested in special social-media-activities or web specials in connection with **novum**? If so, call us. We would be happy to advise and show you successful projects.

Easily address our more than 20.000 followers with your message.

Publisher

Erhardt D. Stiebner +
Dr. Joerg D. Stiebner

Managing director
Dr. Joerg D. Stiebner
Hans-Peter Copony

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Awards

Innovation Award of the German
Printing Industry:
2004|2006|2008|2010|2012|2014

HP-Print Excellence Award:
2012

IF-Award:
2014

tdc. Award:
2014

Auflage

IVW Q 2/2016
Print run: 11.537
Distribution: 7.735
Subscriptions: 5.695

Frequency: monthly

novum is a member of:



Magazine prices 2017*

Single issue domestic:	11,- €
Annual subscription domestic:	120,- €
Annual subscription international:	126,- €
Annual subscription air mail:	182,- €
Student subscription:	84,- €
Student subscription air mail:	126,- €

Bank account

BIC: GENODEF1M01
IBAN: DE 60 701 900 00 000 757 61 29
will Magazine Verlag GmbH
Münchener Bank eG

account no.: 75 76 129
Sort code: 701 900 00

VAT: DE 180 016 614

*Invoices are payable in full within 30 days of
invoice date.*

**(all prices include postage)*

Technical guidelines

File format

Printable PDF file formats (PDF/X-3) are preferred Printing profile: ISOcoated_v2 For colour matching on the printing press, a colour proof is imperative. For open files we accept no liability.

Image data

Colour images: CMYK-TIF or -EPS, uncompressed, resolution 300 dpi
Lines: Bitmap-TIF, resolution 1,200 dpi
b/w images: grey-tone TIF or EPS, uncompressed, resolution 300 dpi

Transmission of material

novum can accept no liability for imperfect processing or publication of digitally transmitted data if the above-mentioned technical guidelines are not adhered to.

Address for delivery of bound and loose material

F&W Druck- und Mediencenter
Holzhauser Feld 2
D-83361 Kienberg
Germany
T: +49-8628 98 84-33

Please mark the envelope:
»For **novum** issue (month / year)«

Address for delivery of advertising material

will Magazine Verlag GmbH
Dietlindenstraße 18
80802 Munich
Germany

Contact: Christian Meier
meier@novum.graphics
T: +49-89-36 88 81 84
F: +49-89-36 88 81 81



